

Built from publicly visible signals + third-party estimates (no internal spend/leads used).

## 1. GOOGLE VISIBILITY (SEO)

**Not showing up where high-intent clients search.**



### WHAT WE SEE:

Rarely appears on page 1 for "DUI lawyer Columbus" or "criminal defense attorney near me," and the site has very few pages focused on specific charges.

### FIX:

Create 2-3 "money pages" (DUI / drug / assault) that match exactly what people type into Google.

## 2. TRUST SIGNALS (MAPS/LSA)

**Trust signals are weaker than top competitors.**



### WHAT WE SEE:

The profile has a low photo count and modest review volume compared to firms that show up most often in Maps and Local Services Ads.

### FIX:

Add a complete "trust photo set" + start a simple weekly review request routine.

## 3. GOOGLE ADS SANITY CHECK

**Ads are visible, but the message may mismatch.**



### WHAT WE SEE:

Ads show up for broad searches, but the wording is generic and doesn't strongly match specific charge intent (DUI / Drug / Assault).

### FIX:

Split campaigns by charge type and send each ad to a matching page (DUI ad → DUI page).

## 4. LANDING PAGE LEAK CHECK

**Website doesn't make it easy to call right away.**



### WHAT WE SEE:

The page doesn't clearly state what the firm helps with above the fold, and the phone number / "Call now" option isn't the obvious next step.

### FIX:

Add a bold top message ("DUI Defense in Columbus") + a dominant "Call now" button (and shorten the form).

#### 5. TRACKING + ATTRIBUTION

### Hard to tell what's working from public setup.



#### WHAT WE SEE:

There's no obvious call tracking or "source" labeling—most firms in this setup end up guessing where their actual calls came from.

#### FIX:

Add call + form tracking so every lead is labeled (Ads vs LSA vs SEO) in one simple view.

#### 6. INTAKE LEAKAGE CHECK

### Marketing fails if calls aren't answered fast.



#### WHAT WE SEE:

The site doesn't clearly state "24/7 answered" or show an after-hours plan, which often signals missed opportunities.

#### FIX:

Put an after-hours plan in place + add "answered 24/7" messaging (or "fast call-back") to the site.

## NEXT STEP (10 Minutes)

We'll walk you through what to fix first and why it matters.

[BOOK YOUR WALK-THROUGH](#)

Call/Text: (202) 738-9606